

Redd, et al.  
Application No.: 10/627,393

IN THE CLAIMS

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1. Canceled.
2. Canceled.

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3. (Amended) The printing system of claim 8, wherein the reorder information includes a universal resource locator for a website[1, wherein the customized message is received by the front-end computer sub-system from the user on a user interface over the Internet].

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4. (Amended) The printing system of claim 8, wherein the reorder information includes a telephone number [1, wherein a plurality of images prints are printed by the printer and different user-generated and customized messages are printed on the back sides of the image prints].

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5. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the image print[1, wherein the image print is a photographic print].

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6. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the recipient[1, wherein the image print is a greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard, or a calendar].

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7. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the image[1, further comprising a computer storage device that stores the image and the customized message in association with the image].

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8. (Amended) A method for producing image prints having customized message from a user to a recipient, comprising:  
    providing an image;  
    receiving a customized message in association with the image, wherein the message includes reorder information [is generated by the user for the recipient];

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printing the image on the front side of a paper substrate to produce an image print;  
printing the [user-generated and] customized message on the back side of the paper  
substrate; and  
sending the image print having the customized message to the recipient.

9. The method of claim 8, wherein the customized message includes a remark about the  
image from the user to the recipient.

10. (Amended) The method of claim 9[8], wherein the customized message is received  
from the user on a user interface over the Internet.

11. (Amended) The method of claim 8, further comprising  
printing a plurality of images prints; and  
printing different [user-generated and] customized messages on the back sides of the  
image prints.

12. The method of claim 8, wherein the image print having the customized message is a  
photographic print.

13. The method of claim 8, wherein the image print having the customized message is a  
greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard,  
or a calendar.

14. The method of claim 8, wherein the recipient is the user.

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